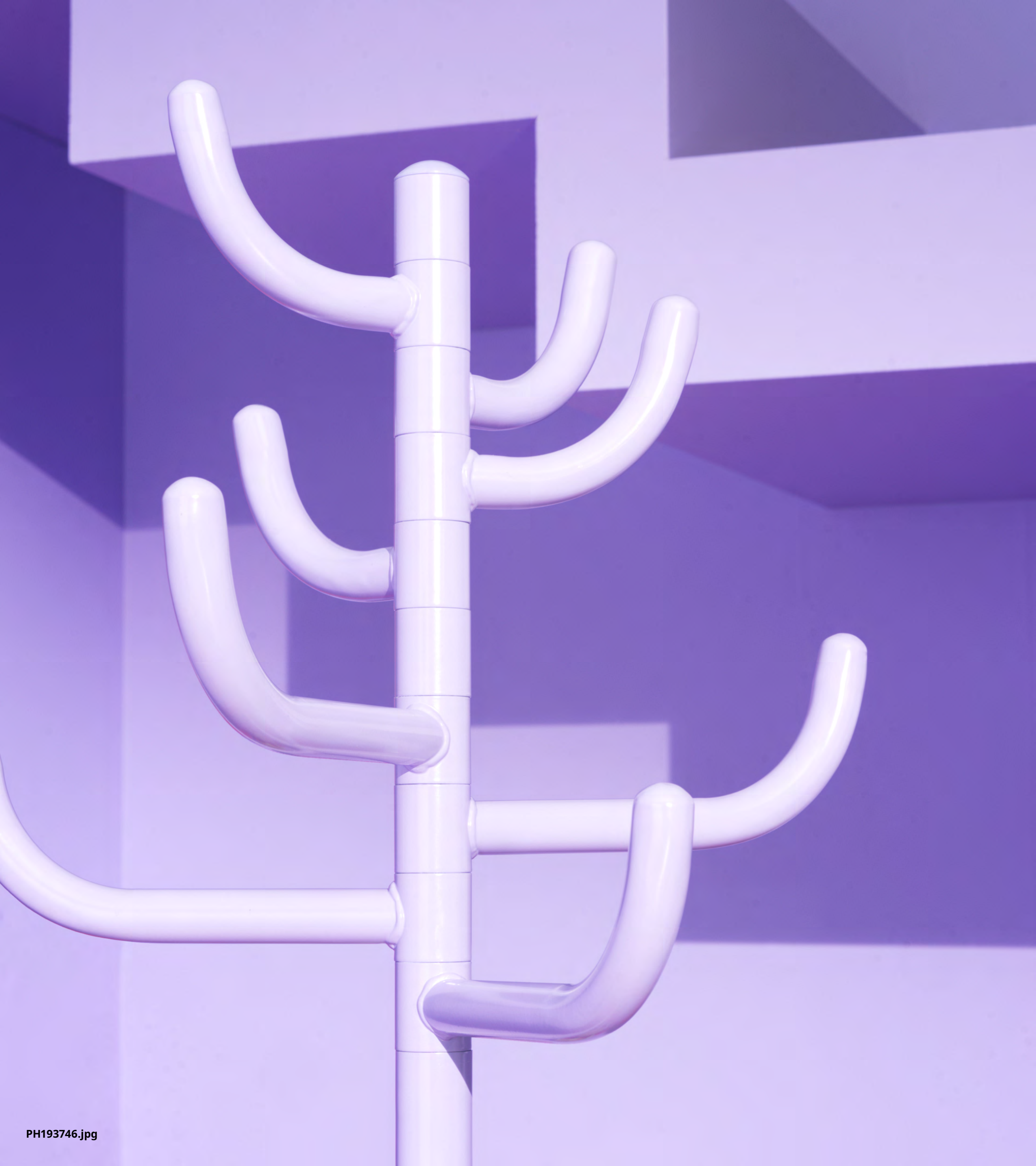


Launching July 2023

# The Nyttillverkad collection

Press kit





# It's the future. Again.

At IKEA, the past, the present and the future are all connected.

As we prepare to celebrate our big 80th birthday this year, we want to show you how our past has always been inspired by the possibilities of the future, and our future defined by our achievements in the past.

That's why we've decided to bring back a selection of our iconic designs from our archive. Reimagined in fresh, joyful colours and new materials, the new Nyttillverkad collection celebrates our unique take on design as simple, functional and always a little playful. With Nyttillverkad, we are returning to the future, again.



# Classics for tomorrow

After 80 years, we've designed a lot of furniture. So, it's only natural that we'd get a little curious about what we did in the past. To mark this momentous occasion, we decided to open up our treasure chest and take a look inside.

What we found were surprising designs that didn't feel old or dated but ready for a new lease of life. In fact, some of these pieces were as inspiring to us now as they were when they were originally produced.

In multiple launches over the next few years, we will release a series of carefully selected home furnishings from our archive, updated to match the bold outlook of the next generation. This is the first Nyttillverkad launch, coming July 2023.





**“It was a signature  
for this collection  
to be very bold and  
very colourful.”**

**Karin Gustavsson**  
Range Identity Leader,  
IKEA of Sweden

# Design that dares

For the first Nyttillverkad launch, we are going back to our roots as trailblazers. Characterised by clean, graphic lines and vibrant colourways, these furnishings – ranging from side tables to accessories and bedding – are statement makers. Even one piece will take your home's personality up a notch.



The collection stays true to the original designs but reinvents them in striking shades and updated materials. The result is a collection that dares to be truly timeless.



**“The Nyttillverkad products have a simple, well-thought-out design. They look good and work well.”**

**Johan Ejdemo**  
Design Manager,  
IKEA of Sweden

# LÖVBACKEN

## A love letter to a beloved side table

Let's rewind to 1956. Elvis Presley is on the radio singing "Heartbreak Hotel" and IKEA is preparing to open its first home furnishing store (in Småland, Sweden in 1958). Earlier in the decade, IKEA produced its first pieces of flatpack furniture, but 1956 would see the launch of one of its most iconic: LÖVET, a three-legged side table with a shiny wooden surface. In the catalogue that year, founder Ingvar Kamprad described it as "a lovely little thing, in ultra-modern design."

Befitting of the optimistic mood of the time, the LÖVET side table was a masterclass in sleek, airy and functional furniture that could be picked up and re-arranged however you liked. The tapered legs, with their little brass covered feet, could simply be screwed on and off – a revelation!

This is not the first time that this iconic table has been re-released in its 67-year lifetime. It was reintroduced in 2013 and 2021, too, under its new name LÖVBACKEN but this is the first time that we see it in bright colours.

The new edition comes in orange, blue and light green with an ash veneer top. It remains as lovable now as it was back then, but just a little bolder.



Above: LÖVET in IKEA catalogue 1960  
Below: LÖVET in IKEA catalogue 1956  
Left: LÖVBACKEN side table 2023





**“A lovely little thing,  
in ultra-modern design.”**

**Ingvar Kamprad**  
Founder,  
IKEA



First appearing in our catalogue over 60 years ago, the LÖVBACKEN side table is a real icon of mid-century modern design. Now available in eye-catching colours with an equally iconic IKEA price tag, it means everyone can have a piece of design history in their homes.

# Get into the groove

Perhaps no element in the Nyttilverkad collection represents our desire for joyous design, better than Swedish textile designer Sven Fristedt's groovy KRYPKORNELL pattern. The happy multicoloured print sprouts up across bedding, kitchen accessories, pre-cut fabric and cushion covers.

In its former life, this pattern was known as BLADHULT and first appeared on a cover for the legendary KLIPPAN sofa in 1980. Back then, the print epitomised the more-is-more aesthetic of the upbeat '80s. The strong primary colours were emblematic of the expressive times, while the soft, organic forms typified Scandinavian design.

Today, this vivid pattern is even more daring than it was back then. It will add a sunny boost of colour and character wherever you choose to put it.





PH193738.jpg

The collection also includes Sven Fristedt's clean diagonal pattern, LAGERMISPEL, in candy pink, sky blue and banana yellow.

**This fabric is not available in Switzerland**



PH193701.jpg

Nyttillverkad / PR kit 12

# Meet the designer Sven Fristedt

Known for his wildly colourful and organic patterns, textile designer Sven Fristedt, is considered one of Sweden's most esteemed designers. After studying at Beckmans College of Design and working abroad in Italy, Sven went on to make his name at several textile companies. During the 1960s, '70s and '80s, his lush designs were exported around the world. Concurrently, between 1968 and 1985, Sven worked for IKEA, designing an array of bold and beautiful textiles including the attention-grabbing BLADHULT, ILEX and ALFI patterns. Adorned with free flowing leaves, wavy forms, and stripped back motifs, it's easy to see why Sven's lively designs fit so easily into any modern home.



Above: The BLADHULT pattern on the KLIPPAN sofa in 1980  
Below: KRYPKORNELL pre-cut fabric 2023





PH193720.jpg

**“I like the simple stool. You can never have too many. It’s a great combination: the solid wood, the metal and the bright colour.”**

**Johan Ejdemo**  
Design Manager,  
IKEA of Sweden

# 80 years of no frills, no fuss

Simplicity has been a key component in the IKEA DNA since the beginning. And for this collection, we want to continue with that 80-year tradition. Take a look at the DOMSTEN stool over there. Smooth pine top, metal legs in cool contemporary colours, stackable, one on top of the other. It doesn't get simpler than that.

Originally designed by Karin Moberg, appearing under the name JERRY in the IKEA catalogue in 1973, it's a perfect specimen of Scandinavian design. Lightweight with distinctive contrasting materials, it's functional furniture at its best. And now with a fresh lick of paint, at its most fun, too.





**“We dare to be different.  
We can start a new  
movement in colour and  
Scandinavian design.”**

**Karin Gustavsson**  
Range Identity Leader,  
IKEA of Sweden



## A candy-coated return

Can you believe that this playful metal coat stand was first made available in IKEA stores in 1978? It's not so surprising though if you consider the progressive vibe of that time: IKEA shook up expectations with youthful, modular furnishings in loud colours and funky shapes. The 1970s was a radical moment in terms of design, and SMED – as this coat stand was called back then – was a hallmark of that vibe.

Sticking with that fearless energy, we have restyled this unique hat and coat stand under the name BONDSKÄRET. It now comes in two new colours: dreamy lilac and cheerful yellow, as well as the classic black. Originally designed by Rutger Andersson, its tubular, tree-like shape is an ingenious example of postmodern design. For today, tomorrow and well into the future.

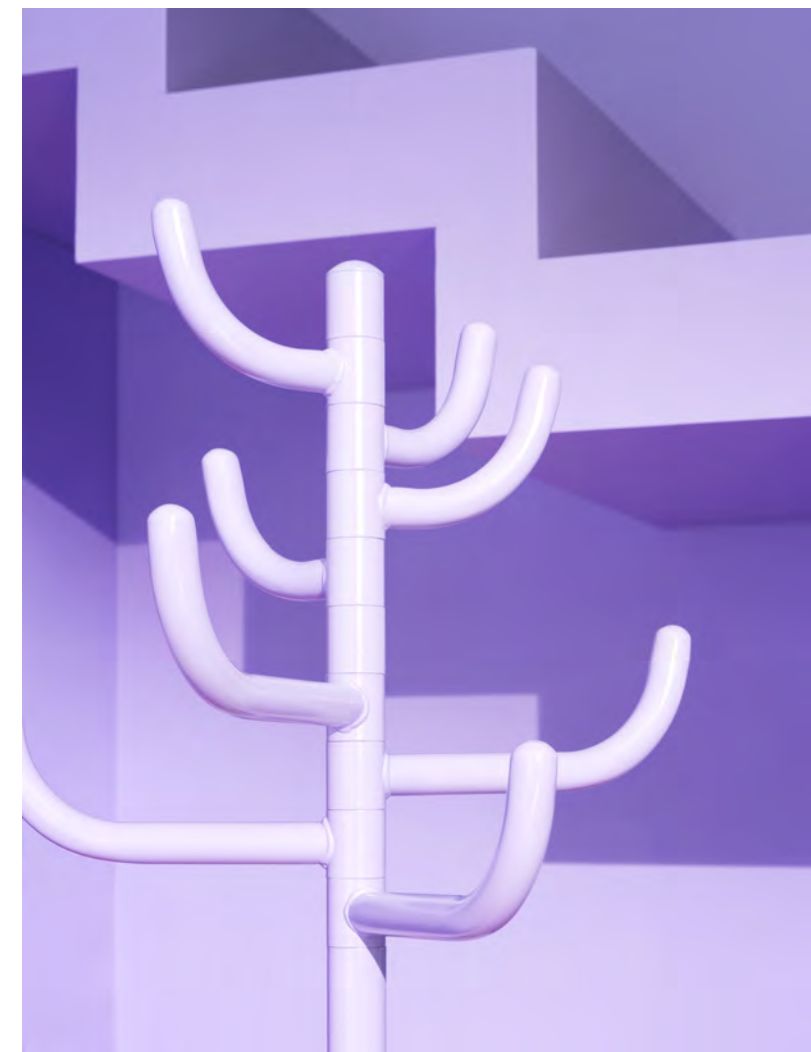
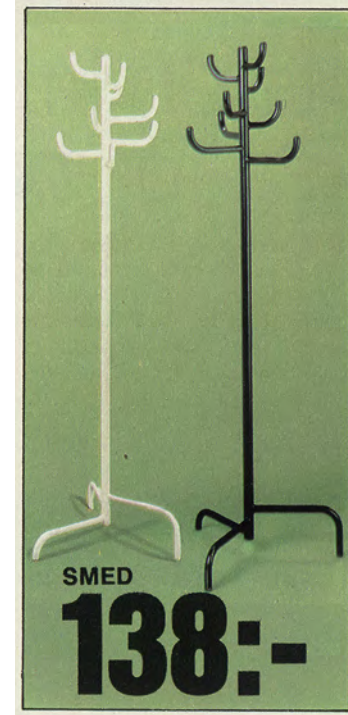
**“Only time can tell if something is timeless. If you put something away and then bring it back decades later and it still works, then it’s timeless.”**

**Rutger Andersson**  
Designer



# Meet the designer Rutger Andersson

“It looks a bit like cactus,” says designer Rutger Andersson of his distinctive coat and hat stand. The cutting edge accessory was his first ever design for IKEA, having joined the team in 1975, first as a constructor and then as a designer. He ended up staying over twenty years. At IKEA, Rutger says, “everything was possible”. SMED, as the coat stand was called, was the product of an “unstructured design project” fuelled by Rutger’s desire to make a mountable coat stand that could come in flatpack. Rather than making it in one piece of wood, he wanted to “show that it could be done differently” and so this remarkable metal coat stand was born.



Above: SMED in IKEA Catalogue 1980  
Below: BONDSKÄRET hat/coat stand 2023



Originally published in the IKEA catalogue in 1957 as BALJA, this plant stand epitomises the simple, fuss-free design that IKEA has always been known for. And now revamped as KULTURSKOG in light green, it feels fresher than ever. Fill it up with flower pots, knick-knacks, magazines or books, and it's a versatile plant stand like no other.





These fabrics are not available in Switzerland

**“This collection is loud, colourful and fun. All of the products have a story behind them.”**

**Karin Gustavsson**  
Range Identity Leader,  
IKEA of Sweden



PH193707.jpg

## Small with big impact

Adding a sense of individuality to your home can be easily achieved through the addition of characterful accessories. This set of three candle holders in striking shades of lilac, primary green and blue, will bring a splash of colour to your dining table or mantelpiece.

These sleek accessories are the work of sibling designer duo Knut and Marianne Hagberg. Now called TUVKORNELL, these candle holders were first made available in 1980 as CYLINDER. Their minimalist, unembellished design acquires a vibrant quality in these new expressive pigments.

# Meet the designers Knut and Marianne Hagberg

Brother-sister design duo, Knut and Marianne Hagberg were a part of the IKEA family for over forty years before retiring in 2020. After joining the design team in 1980, they went on to design over 2100 IKEA products, specialising in small functional objects like the CYLINDER candle holders. Among their greatest achievements was being tasked with finalising the design for the most iconic IKEA product of all: the sturdy FRAKTA bag, and the award-winning children's furniture PUZZEL. For the duo, timeless design means "To design and offer people great products that can live over time, and that fit into different homes, cultures and generations."



Above: CYLINDER in IKEA Catalogue 1982  
Below: TUVKORNELL candle holders 2023





**“The simplicity in the design – how they look – and how they help you in your everyday life is what makes this collection so special.”**

**Johan Ejdemo**  
Design Manager,  
IKEA of Sweden

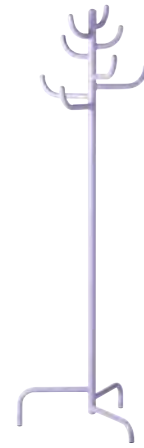
## Products overview



PE894994.jpg

**BONDSKÄRET hat and coat stand CHF 49.95**

Powder coated steel. Designer: Rutger Andersson. W60×D60, H175cm. Black. 705.590.23



PE894995.jpg

**BONDSKÄRET hat and coat stand CHF 49.95**

Powder coated steel. Designer: Rutger Andersson. W60×D60, H175cm. Lilac. 505.590.24



PE894996.jpg

**BONDSKÄRET hat and coat stand CHF 49.95**

Powder coated steel. Designer: Rutger Andersson. W60×D60, H175cm. Yellow. 405.543.81



PE894988.jpg

**DOMSTEN stool CHF 24.95**

Powder coated steel and clear lacquered solid pine. Designer: Karin Mobring. Ø34, H45cm. Light green/pine. 905.551.61



PE894989.jpg

**DOMSTEN stool CHF 24.95**

Powder coated steel and clear lacquered solid pine. Designer: Karin Mobring. Ø34, H45cm. Lilac/pine. 605.543.80



PE894990.jpg

**DOMSTEN stool CHF 24.95**

Powder coated steel and clear lacquered solid pine. Designer: Karin Mobring. Ø34, H45cm. Orange/pine. 305.551.59



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**KULTURSKOG plant stand CHF 59.95**

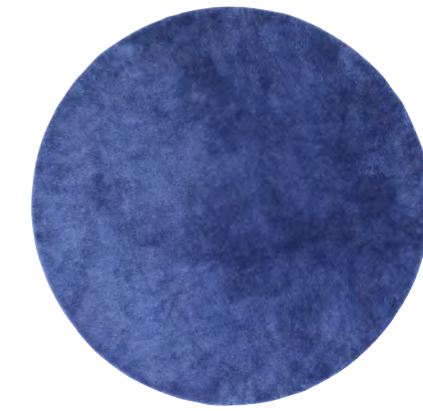
Powder coated steel. Ø58, H42cm. Black. 805.565.09



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**KULTURSKOG plant stand CHF 59.95**

Powder coated steel. Ø58, H42cm. Light green. 405.550.93



PE905716.jpg

**STOENSE rug, low pile CHF 99.95**

Pile: 100% polypropylene. Backing: EVA plastic. Ø195cm. Blue. 705.623.65



PE896671.jpg

**LÖVBÄCKEN side table CHF 79.95**

Tinted, clear lacquered ash veneer and solid beech. L77×W39, H51cm. Blue. 905.570.99



PE896672.jpg

**LÖVBÄCKEN side table CHF 79.95**

Tinted, clear lacquered ash veneer and solid beech. L77×W39, H51cm. Light green. 105.571.02



PE896673.jpg

**LÖVBÄCKEN side table CHF 79.95**

Tinted, clear lacquered ash veneer and solid beech. L77×W39, H51cm. Orange. 305.571.01



PE894973.jpg

**TUVKORNELL candle holder, set of 3 CHF 12.95**

Comprises: 3 candle holders (H15, 12 and 9cm). Powder coated steel. Designer: K Hagberg/M Hagberg. Mixed colours. 205.566.25



PE905705.jpg

**LAGERMISPEL cushion cover CHF 6.95**

100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Pink/white/stripes. 605.551.72



PE894899.jpg

**LAGERMISPEL cushion cover CHF 6.95**

100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Yellow/white/stripes. 105.546.36



**LAGERMISPEL pre-cut fabric**

**Not available in Switzerland**



PE907824.jpg

**SLÖJSILJA duvet cover and pillowcase CHF 29.95**

80% cotton, 20% viscose/ rayon. Designer: Sven Fristedt. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Light blue/white/stripes. 305.613.96



PE907827.jpg

**SLÖJSILJA duvet cover and 2 pillowcases CHF 39.95**

80% cotton, 20% viscose/ rayon. Designer: Sven Fristedt. Duvet cover W240×L220cm. Pillowcases L50×W60cm. Light blue/white/stripes. 005.613.88



**KRYPKORNELL pre-cut fabric**

**Not available in Switzerland**



PE894887.jpg

**KRYPKORNELL cushion cover CHF 6.95**

100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Leaf pattern/multicoloured, light. 305.552.15



**KANTDRACENA duvet cover and pillowcase**

**Not available in Switzerland**



**KANTDRACENA duvet cover and 2 pillowcases**

**Not available in Switzerland**



PE903840.jpg

**ROSTVINGE tray CHF 14.95**

High-pressure melamine laminate. Designer: Sven Fristedt. Ø43cm. Leaf pattern light blue. 905.551.75



PE903839.jpg

**ROSTVINGE paper napkin CHF 2.80/30 pack.**

Paper. Designer: Sven Fristedt. L33×W33cm. Multicoloured, light leaf pattern. 705.545.44



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**HAVSKATT paper napkin CHF 2.80/30 pack.**

Paper. Designer: Sven Fristedt. L33×W33cm. Blue/white/stripes. 005.546.32

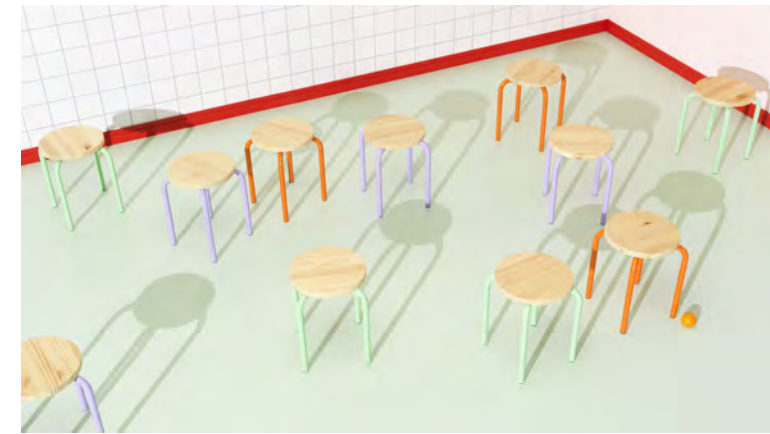
# Image overview



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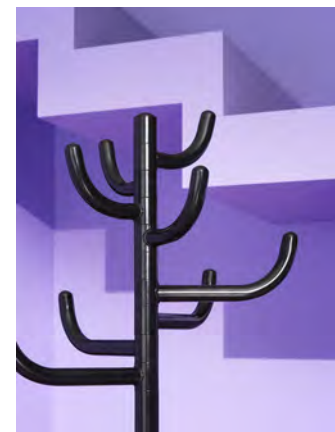
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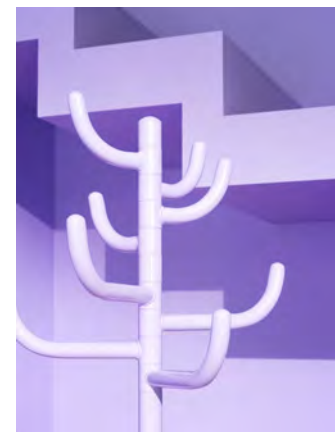
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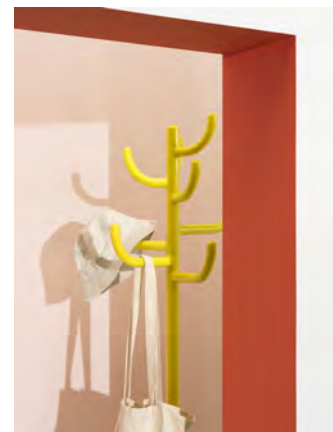
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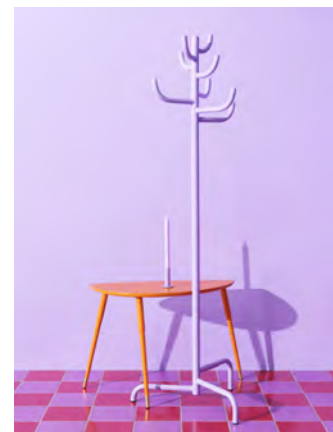
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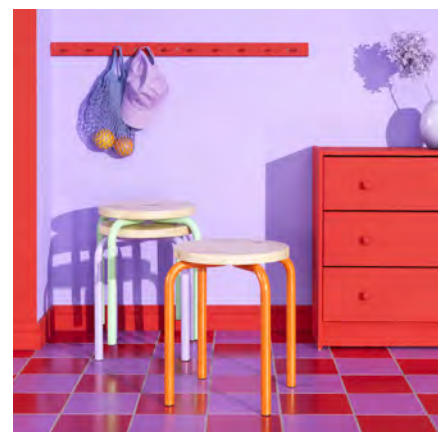
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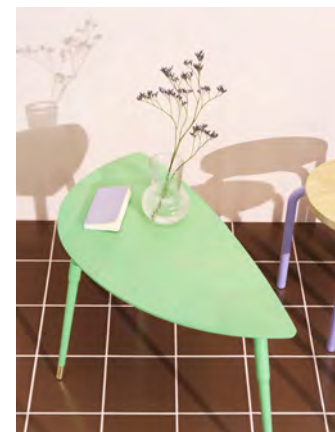
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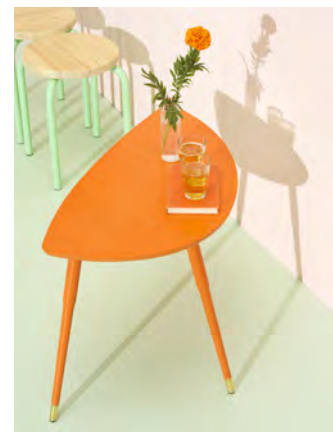
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PH193704.jpg



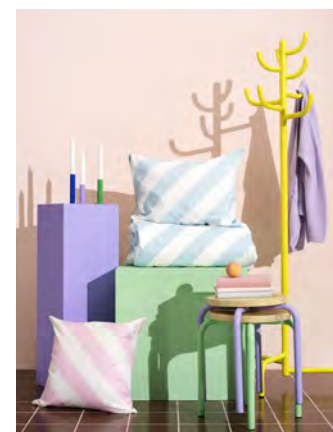
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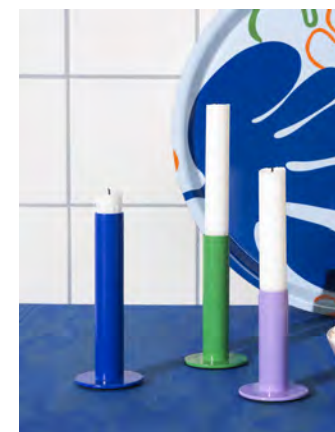
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**Curious about the history of IKEA and our products?**  
Find out more on Digital exhibitions - [IKEA Museum Digital](#)

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